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***streetSkills*™ Cards**

Press Release

Resource Aims to Increase Teen Driver Safety

Flashcards help drivers build good driving skills and habits from the start.

Rochester, NY: Street Skills has introduced an exciting training resource for new drivers. *Driving streetSkills™ Flashcards* offer coaching points on 29 driving-related skills. The innovative card style design offers simple, convenient and lasting learning opportunities for drivers.

Motor vehicle injury and death continues to be a large problem in the United States. Even with advancements in vehicle safety, over 100 people die on America's roads each day. This crisis situation impacts new drivers the most, as vehicle crashes is the number one killer of teens. Driving instruction needs to improve and fast.

Most drivers take their first steps behind the wheel with a nervous parent or family friend. But what are they using to teach with? The teen driver only gets bits and pieces of good driving as the miles roll on. Once the teen gets his or her license, parents typically hold their breath and cross their fingers.

While professional driving instruction is quite valuable, its effects diminish over time. Safe driving is a long-term behavior that students must commit to once formal training is over.

A recent study at Virginia Tech discovered something astonishing about teen drivers. Traditional driver education programs have taken the approach of bombarding new drivers with information during an initial practice period under a watchful eye. After that the newbies should be fine once they gain experience. However, Virginia Tech revealed that teen drivers start cautiously but grow increasingly careless after only six months. It isn't the first six months of independent driving that is the most dangerous, but the year following that novice period.

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*Driving **streetSkills**TM Flashcards* seek to turn this trend around. Young drivers are most attentive and motivated to learn when they first start driving. “If we can catch these kids before they start to fall after their first six months, we can prevent problematic driving perhaps for a lifetime,” says author and driving instructor Jon DelVecchio. “These flashcards were designed to make learning the essentials as simple as possible.” First, the cards give teens and supervising drivers a focused set of skills to build good habits. Parents no longer have to be overwhelmed and can focus on the finer points they wish to impart. Good habits will be hard to break, even for the most rebellious teen. Second, the flashcards make it easy to assess driving skills every six months after the road test is passed. Easy check-ups along the way could really make a difference during the most vulnerable and impressionable first two years.

Drivers of any experience level tend to marginalize the risk each day for various reasons. Driving becomes so common in our daily routine that carelessness and distractions creep in. These flashcards can help drivers decrease their risk and have an immediate impact on driver safety.

Digital and hard copy flashcards are available on the web at DrivingFlashcards.com. Group and promotional discounts are available.

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